



Jackie Sanders

Public Information Officer

"When I got the call, my personal life faded away"

- Trustworthy
- Likeable
- Works well under stress
- Discerning

Profile

A former news reporter, Jackie traveled widely to cover stories in Iraq, Sudan, and Egypt. She knows how to stay cool and think on her feet in disaster scenarios. Jackie is an expert communicator and easily liked and trusted. As an emergency arises, her first task is to drop everything and get to the Emergency Operation Center (often on site) as fast as possible, where she will be responsible for dispatching critical information to the media and public. She receives input from the Emergency Operation Center (EOC) and Virtual Volunteers.

User Goals

Jackie uses rtER for...

- Communication w/ VOST
- Reviewing logs from prev. events
- Fact checking

Platform Objectives

For Jackie, rtER should...

- Enhance clarity of communication
- Deliver information rapidly & reliably
- Confirm accuracy of info (e.g. dispatch locations)

Personal Information

Profession: Public Information Officer

Location: Long Island, NY

Age: 39

Home life: Single Mom

Hobbies: Soccer Coach, Book Club

Personality: Outgoing, Intelligent



Genine Hernandez

Public Safety Dispatcher

"My job is to make sure everyone is where they need to be"

- Multi-Tasker
- Excellent Communicator
- Thinks Quickly

Profile

Genine works with several Fire and Poilice Departments in the Queens area of New York. Her full-time job is to ensure public safety and support to safety officers in case of an emergency. With the hurricane looming, Genine is trying desperately to keep up and route emergency services to where they need to be. She is joined by a team of 3 in a small Emergency Operations Center (EOC), which is also plugged into the rtER network.

Personal Information

Profession: Public Safety Dispatcher

Location: Queens, NY

Age: 37

Home life: Married w/ 1 Child in High School

Hobbies: Trivia Nights, Running

Personality: Hard Worker, Natural Leader

User Goals

Genine uses rtER in order to...

- Receive real-time alerts
- Make critical decisions
- Route emergency workers properly
- Communicate with Virtual Volunteers, PIO, and First Responders

Platform Objectives

For Genine, rtER should...

- Provide better on-the-ground intelligence
- Help with resource allocation
- Enable review of previous emergencies



Victor Mailen

Virtual Volunteer Leader

"The right information can save lives"

- Focused on challenge at hand
- Intelligent
- Tech-savvy

Profile

Victor volunteered to work with the New York VOST (Virtual Operations Support Team) in August. His responsibilities include gathering and filtering critical information during and after an emergency. As a member of a distributed team, Victor can perform this task anywhere, including at his own home. He has been trained to work online, scouring social media and news, relaying timely details to the Public Information Officer (PIO) on site at the emergency. Working a day job in finance, Derek is used to handling a massive amount of data every day. Still, he worries that one mistake at the command center could cost a life.

User Goals

Victor uses rtER in order to...

- Collaboratively build media records
- Forward select information to PIO
- Filter & prioritize content with team
- Preview live video feeds
- Preview relevant social media

Platform Objectives

For Victor, rtER should...

- Increase quantity & quality of info
- Build in efficiencies to review process
- Tap into multitude of mobile/social media
- Harness power of crowd sourcing

Personal Information

Profession: Financial Analyst

Location: Jersey City, NJ

Age: 25

Home life: 2 Room Mates

Hobbies: Ice Hockey, Video Games

Personality: Quick, Confident, Funny



Jon James

Crowdsourced Volunteer

"I'm so glad I could help, even from Texas!"

- Remotely located
- Eager to help
- Tech-savvy

Profile

Jon James works in real estate over in Texas. When he heard about the terrible multi-house fire happening in New York he immediately went online to look for ways he could help. A top search result pointed him to a volunteer service called rtER Connect, where online users are able to help the emergency crew on site. After reading a brief introduction, Jon signs up as a crowd sourced volunteer and rolls up his sleeves.

Personal Information

Profession: Real Estate Agent

Location: San Antonio, TX

Age: 45

Home life: Father of 3

Hobbies: Music, Duck Hunting

Personality: Quiet, Passionate, Humble

User Goals

Jon uses rtER in order to...

- Review incoming social/mobile media
- Flag critical items and time codes
- Help Virtual Volunteers

Platform Objectives

For Jon, rtER should...

- Provide clear instructions on usage
- Enable flagging of critical content
- Verify input from Jon w/ crowd
- Harness power of crowd sourcing





Anne Marten

Skilled Bystander

"This is why I went into the reserve"

- Cool & confident
- Trained with rtER
- Ready to save lives

Profile

Anne is a member of the military reserve living in Breezy Point. When the storm hit and fire began, Anne was right there, watching as the fire spread from one to dozens of houses. Because of her training and an awareness campaign by New York State, Anne knew about the rtER system and already had the app loaded up on her smartphone.

Personal Information

Profession: Military Reserve
Location: Breezy Point, New York
Age: 28
Home life: Takes care of mom & dad
Hobbies: Basketball, Comedy Shows
Personality: Quick, Confident, Funny

User Goals

Anne uses rtER in order to...

- Stream video to EOC/Volunteers
- Receive requests for new camera ang

Platform Objectives

For Anne, rtER should...

- Provide high-bandwidth streaming
- Create trusted outlet & link to EOC
- Validate that video is being used for good





Rob Vitalie

First Responder

"What you call a hero, I call just doing my job "

- Team Player
- Dependable
- Flexible in thinking
- Stays calm in emergency situations

Profile

Rob is a member of the Roxbury Volunteer Fire Department, one of the last remaining volunteer departments in the city. As Hurricane Sandy barrels through New York, Rob receives a call from the Dispatcher at the Emergency Operations Center (EOC). He is being routed to Breezy Point, where he and his fellow firefighters will be first responders to a disastrous multi-house fire.

At the emergency site, Rob meets Anne, a skilled bystander and member of the national reserve trained in the use of the rtER system.

Personal Information

Profession: Firefighter

Location: Roxbury, NY

Age: 32

Home life: Single, Big Family

Hobbies: Flag Football, Cookouts

Personality: Easygoing but reserved



Tom O'Malley

Disaster Victim

"I stayed behind to help my friends and family"

- Courageous
- Scared
- Determined

Profile

Tom's grandparents stayed at Breezy Point back when it was just a beach bungalow colony, ultimately settling here as part of the predominantly Irish community. When Hurricane Sandy threatened, Tom stood his ground. Tom will do everything he can to help his neighbors and loved ones survive the storm. Being friends with many firemen, Tom also knows the value of trained professionals. He stands vigilant.

"Across a flooded parking lot, Tom O'Malley and his wife, Anna, were waving flashlights to alert firefighters." While he waits for help, he uses his smartphone to capture an image of the fire with his photo sharing app (his kids taught him). When Tom uploads the photo, it automatically becomes part of the rtER event archive for review by Virtual Volunteers.

Personal Information

Profession: Food Store Owner

Location: Breezy Point, NY

Age: 46

Home life: Family of 5

Hobbies: Fishing, TV, Woodworking

Personality: Family Man, Stubborn, Caring



April Meyers

Onlooker

"I had to know everyone would be alright"

- Worried
- Uninformed
- Curious

Profile

April, a graphic designer for an ad firm, lives just blocks over from Breezy Point. When she heard the fire trucks whirr past her already flooded home, she knew she made a mistake. Ignoring the orders for evacuation, April stayed behind to help her husband's grandfather, who was too weak to move from his basement home. While her loved ones were now safe in the attic, April realized that others had not been so lucky. Unable to contain her curiosity, April threw on a jacket and rushed outside, only to see dozens of homes on fire just down the road. Hoping to help in some way, she rushes down towards the scene, where she finds Jackie (PIO), Anne, and dozens of other concerned citizens.

Personal Information

Profession: Graphic Designer

Location: Queens, NY

Age: 29

Home life: Recently Married

Hobbies: Knitting, Drawing, Brunch

Personality: Fun Loving, Creative, Anxious